

AGENDA MEMO

CITY COUNCIL MEETING DATE: JANUARY 3, 2007

DEPARTMENT: PLANNING AND DEVELOPMENT

**ITEM DESCRIPTION: RQR-17518 - APPLICANT: REAGAN NATIONAL
ADVERTISEMENT - OWNER: GATEWAY MOTEL, INC.**

**** CONDITIONS ****

Staff recommends DENIAL. The Planning Commission (6-1/rt vote) recommends APPROVAL, subject to:

Planning and Development

1. The Special Use Permit shall be reviewed in two years at which time the City Council may require the Off-Premise Advertising (Billboard) Sign to be removed. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in a requirement that the off-premise advertising (billboard) sign is removed.
2. If the existing off-premise advertising sign structure is removed, this Special Use Permit shall be expunged and a new Off-Premise Advertising (Billboard) Sign structure shall not be erected in the same location unless: (1) a new Special Use Permit is approved for the new structure by the City Council, or (2) the location is in compliance with all applicable standards of Title 19 including, but not limited to, distance separation requirements, or (3) a Variance to the applicable standards of Title 19 has been approved for the new structure by the City Council.
3. The Off-Premise Advertising (Billboard) Sign and its supporting structure shall be properly maintained and kept free of graffiti at all times. Failure to perform the required maintenance may result in fines and/or removal of the off-premise advertising (billboard) sign.
4. All City Code requirements and design standards of all City Departments shall be satisfied.
5. The chain-link fence enclosure shall be properly maintained, until removed.
6. Bird deterrent devices shall be installed on the sign within 30 days of final approval by the City of Las Vegas.
7. The entirety of the sign's perimeter shall be outlined with neon lighting, subject to the approval of the Planning and Development Department staff. Permits shall be obtained and the installation of the neon be completed within 90 days of final review.

**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a Required One-Year Review of an approved Special Use Permit (U-0028-01) which allowed a 24-foot x 28-foot Off-Premise Advertising (Billboard) Sign at 928 Las Vegas Boulevard South.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc.</i>	
05/16/01	The City Council Approved a Special Use Permit (U-0028-01) for a proposed 45-foot tall, 14-foot by 48-foot Off-Premise Advertising (Billboard) Sign on the subject site. The Planning Commission and staff recommended denial on 03/22/01.
08/07/02	The City Council Approved a Required One Year Review [U-0028-01(1)] of an approved Special Use Permit which allowed a 40-foot high, 28-foot by 24-foot Off-Premise Advertising (Billboard) Sign on the subject site. The Planning Commission and staff recommended denial on 05/23/02.
11/19/03	The City Council granted the Appeal; thereby approving the Required One-Year Review (RQR-3024) of an approved Special Use Permit (U-0028-01), which allowed a 40-foot high, 28-foot by 24-foot Off-Premise Advertising (Billboard) Sign on the subject site. The Planning Commission and staff recommended denial on 10/23/03.
12/15/04	The City Council approved a Required Review (RQR-5247) of an approved Special Use Permit (U-0028-01) which allowed a 40-foot high, 28-foot by 24-foot Off-Premise Advertising (Billboard) Sign at 928 Las Vegas Boulevard South. The Planning Commission and staff recommended denial on 11/18/04.
09/07/05	The City Council approved a Request for a Review of Condition (ROC-7358) Number 1 of an approved Required One Year Review (RQR-5247) to allow no illuminated neon on an existing Off-Premise Advertising (Billboard) Sign in the Scenic Byway Overlay District where at least 75 percent of the total sign surface is required to contain neon. Staff recommended denial of the request.
09/22/05	The Planning Commission approved a Variance (VAR-8496) to allow an existing Off-Premise Advertising (Billboard) Sign with less than 75% neon or animated illumination to be located within the Las Vegas Boulevard Scenic Byway Overlay District. This item was final action at the Planning Commission meeting. Staff recommended denial of the request.
12/07/06	The Planning Commission voted 6-1/rt to recommend APPROVAL (PC Agenda Item #27/bts).

<i>Related Building Permits/Business Licenses</i>	
09/24/01	A building permit was issued on 07/18/01 and finalized on the indicated date.
<i>Details of Application Request</i>	
<i>Site Area</i>	
Gross Acres	1.2

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Motel	C (Commercial) [Downtown Redevelopment Plan O (Office), SC (Service Commercial) and GC (General Commercial)]	C-2 (General Commercial)
North	Restaurant	MXU (Mixed Use) [Downtown Redevelopment Plan - Mixed Use – L (Low Density Residential), ML (Medium-Low Density Residential), M (Medium Density Residential), H (High Density Residential), O (Office), SC (Service Commercial) GC (General Commercial) and PF (Public Facility)]	C-2 (General Commercial)
South	Right-Of- Way/Convenience Store	C (Commercial) [Downtown Redevelopment Plan O (Office), SC (Service Commercial) and GC (General Commercial)]	C-2 (General Commercial)

East	Right-Of-Way/Financial Institution, Specified	C (Commercial) [Downtown Redevelopment Plan O (Office), SC (Service Commercial) and GC (General Commercial)]	C-2 (General Commercial)
West	Apartment/Motel	C (Commercial) [Downtown Redevelopment Plan O (Office), SC (Service Commercial) and GC (General Commercial)]	C-2 (General Commercial)

<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Area Plan	X		
Downtown Centennial Plan	X		Y
Redevelopment Plan Area	X		Y
<i>Special Districts/Zones</i>	<i>Yes</i>	<i>No</i>	<i>Compliance</i>
Special Purpose and Overlay Districts	X		
Las Vegas Boulevard Scenic Byway Overlay District	X		Y
Trails		X	
Rural Preservation Overlay District		X	
Development Impact Notification Assessment		X	
Project of Regional Significance		X	

ANALYSIS

This is the fourth Required Review of the subject sign. The sign was approved by the City Council on 05/16/01. Further extending the Off-Premise Advertising (Billboard) Sign is not harmonious and compatible with redevelopment efforts as the subject site is located in the Las Vegas Downtown Centennial Plan and the Downtown Redevelopment Plan. As stated in the Las Vegas 2020 Master Plan; the visual image of the streetscape and roadscape environments is perhaps the most important single factor in the perception of quality of life for both the resident and visitor to Las Vegas. Therefore, staff is recommending denial of the subject Required Review.

Previous Conditions of Approval from Required Review (RQR-5247)

1. At least 75% of the total sign surface shall consist of illuminated neon signage within six months as required under the Scenic Byway Overlay District.
2. The Special Use Permit shall be reviewed in one year at which time the City Council may require the off-premise sign to be removed. The applicant shall be responsible for notification costs of the review. Failure to pay the City for these costs may result in a requirement that the off-premise advertising (billboard) sign is removed.
3. If the existing off-premise advertising sign structure is removed, this Special Use Permit shall be expunged and a new off-premise advertising sign structure shall not be erected in the same location unless: (1) a new Special Use Permit is approved for the new structure by the City Council, or (2) the location is in compliance with all applicable standards of Title 19 including, but not limited to, distance separation requirements, or (3) a Variance to the applicable standards of Title 19 has been approved for the new structure by the City Council.
4. The off-premise advertising (billboard) sign and its supporting structure shall be properly maintained and kept free of graffiti at all times. Failure to perform the required maintenance may result in fines and/or removal of the off-premise advertising (billboard) sign.
5. All City Code requirements and design standards of all City Departments shall be satisfied.
6. The chain-link fence enclosure shall be properly maintained.

FINDINGS

The continued use of the existing Off-Premise Advertising (Billboard) Sign is not harmonious or compatible with redevelopment efforts at the subject site. The site is located in the Las Vegas Downtown Centennial Plan and the Downtown Redevelopment Plan. Therefore, staff is recommending denial of the Required Review with an additional review within one year, if approved.

PLANNING COMMISSION ACTION

The Planning Commission amended condition #1 to allow a two year review upon the applicant's offer to improve the existing sign. Condition #7 was added.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED 19

ASSEMBLY DISTRICT 9

SENATE DISTRICT 3

NOTICES MAILED 259 by City Clerk

APPROVALS 0

PROTESTS 0